

L a i n i e T u r n e r

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Highlights

- Director-level marketing executive with a passion for the Web, equally comfortable setting strategy with senior management, working with clients, or working alongside software engineers to scope, manage, and deliver products and services that serve business goals.
- Experience managing large scale projects, including setting budgets, scoping work, developing timelines, finding and deploying qualified teams, tracking progress using Basecamp, and delivering to spec on time
- Understanding of database technology, dynamic and transaction-oriented software applications, CMS, and Web 2.0 practices and tools
- In-depth understanding of all facets of web app development (strategies, usability, information architecture, design, coding, website reporting metrics, SEO, and online marketing)
- Experience serving clients in an account management or project management role: pitching, pricing, contracts, and fulfillment
- Excellent communication and presentation skills, with proven ability to manage creative and technical teams in a production environment and at all levels in a distributed organization

LinkedIn

<http://www.linkedin.com/in/lainieturner>

History

- 12/03 – present **Edge Design**, Corvallis, Oregon
Account Director/Senior project manager
- 11/99 – 12/03 **Quicksilver Communications**, Corvallis, Oregon
Principal, Technical Marketing & Web Project Consultancy
- 10/96 – 10/99 **Rogue Wave Software**, Corvallis, Oregon
Director, Corporate Communications/Web Product manager
- 12/95 – 10/96 **Corvallis Gazette-Times**, Corvallis, Oregon
GTConnect.com launch team
- 12/91 - 12/95 **Consultant**, Mid-Willamette Valley, Oregon
System Analyst, Corporate Trainer, Technical Writer/Editor
- 3/87 - 12/91 **Ingres**, Alameda, California
Senior Marketing /Documentation manager/Product launch manager
- 7/85 - 3/87 **Baron Data Systems, Inc.**, San Leandro, California
Senior Technical Writer
- 6/81 - 1/85 **North Star Computers, Inc.**, San Leandro, California
Technical Writer

Service

Board Vice President, da Vinci Days Festival
Board Vice President, 24 FPS Incorporated (Darkside Cinema)
Former Board President, Corvallis Macintosh Users Group
Founding Member, Corvallis Independent Business Alliance
Corvallis Economic Vitality Partnership, 2006

Special qualifications

Familiarity with unix file structure and commands, Ruby on Rails, C++, Javascript, and Perl. Experience hand-coding HTML. 26+ years' experience managing and working with software engineers, 13 of those years documenting relational databases and developing tutorials and user manuals. Long-time end-user champion, thoroughly familiar with web and software development processes and best practices.

Account director/ Web producer

Since 1995, applied training and experience in information architecture, usability design, and content development to manage or participate in the design and development of complex websites and print materials for clients in media, retail, academia, technology, and non-profits. Primary responsibility for client relationships, assessing needs and organizing teams to deliver on goals.

- **T. Gerding Construction, 2008** – project manage design, development, and launch of corporate website.
- **Rural Cellular Corporation/Unicel.com 2006 to present** – project manage design, development, and ongoing improvements to online retail outlet of this wireless phone sales and service provider.
- **Oregon State University Natural Resources Digital Library 2004 to present** – project manage design of the Oregon Explorer series of portals for access to Oregon data, maps, and related information, including Wildfire Risk Assessment, Imagery, Sustainable Agriculture, and Land Use.
- **Mentor Graphics, 2006** – project managed design and development of SalesConnect, Mentor's intranet for global sales.
- **Mentor Graphics, 2005** – helped create information architecture and managed project team for complete redesign of SupportNet, which won in ASP's Ten Best Support Sites of 2007.
- **HP Scrapbooking, 2003** – helped create user experience and targeted content for a Hewlett-Packard crafting site; project managed design teams and directed monthly web updates. Developed software user guide, interactive tutorial, and contextual help.
- **Imagica, 2002** – project managed design and development of company website for Hollywood post-production company owned by Japanese global corporation.
- **Sun Microsystems, 2001** – for Professional Services site, analyzed and recommended usability improvements to better target specific audiences; trained web team to apply usability principles for continuous improvement.
- **BirkenstockExpress.com, 2000** – project managed complete redesign of leading online retailer of Birkenstocks, including new navigation and user path; developed and ran online sales promotions, contests, and targeted campaigns.
- **Rogue Wave Software, 1998** – supervised redesign of corporate site with ecommerce and online tech support; developed online marketing programs.
- **gtconnect.com, 1996** – helped launch first online daily newspaper in Oregon (Corvallis Gazette-Times, property of Lee Enterprises).